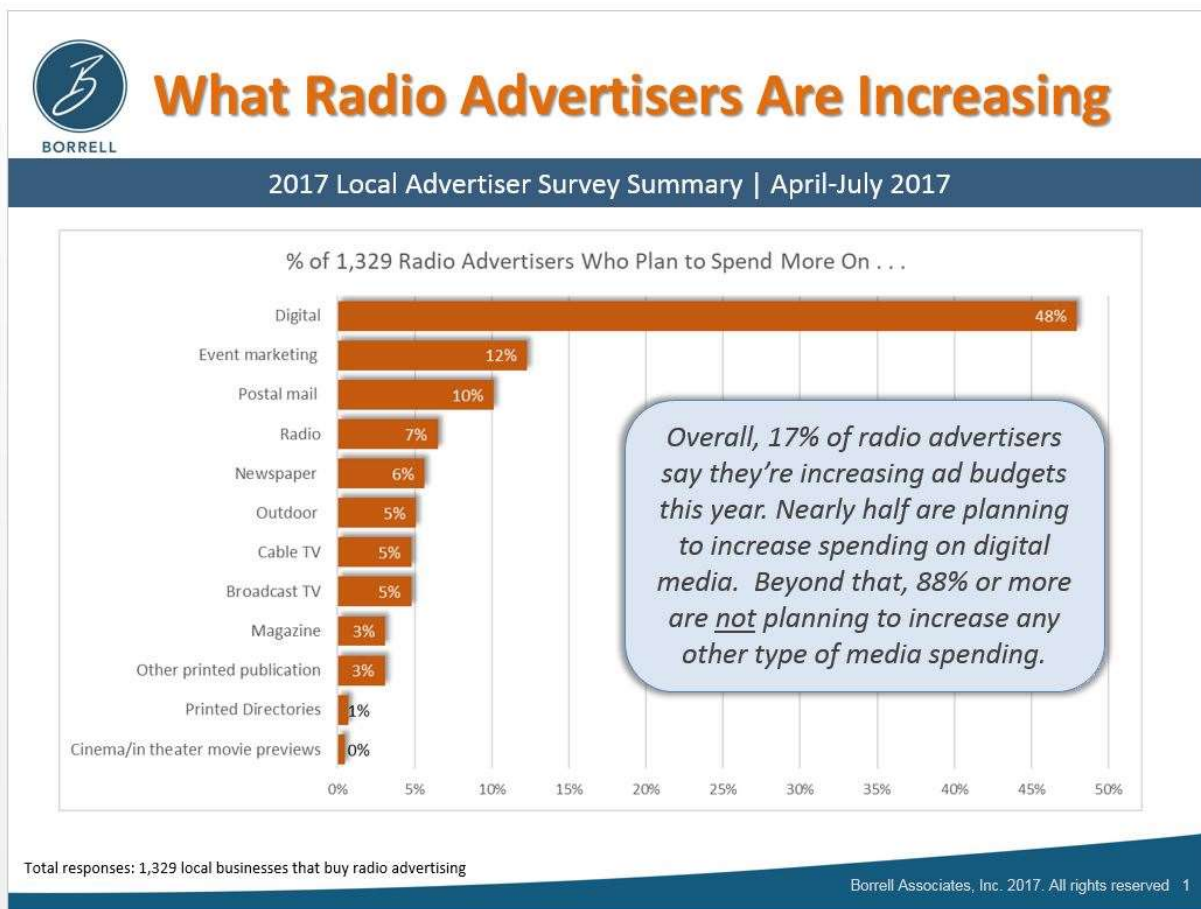


Borrell Digs Deeper: What Are Radio Advertisers Increasing ... Decreasing?

October 16, 2017 at 3:42 AM (PT)

On FRIDAY ([NET NEWS 10/13](#)), ALL ACCESS reported the results from a new BORRELL survey of local advertisers. "We asked respondents about advertising ROI, marketing goals, and which medium works best to accomplish those goals. They also told us what they're planning to increase and what they're cutting. We use these results as guidance when establishing our forecasts," BORRELL said.

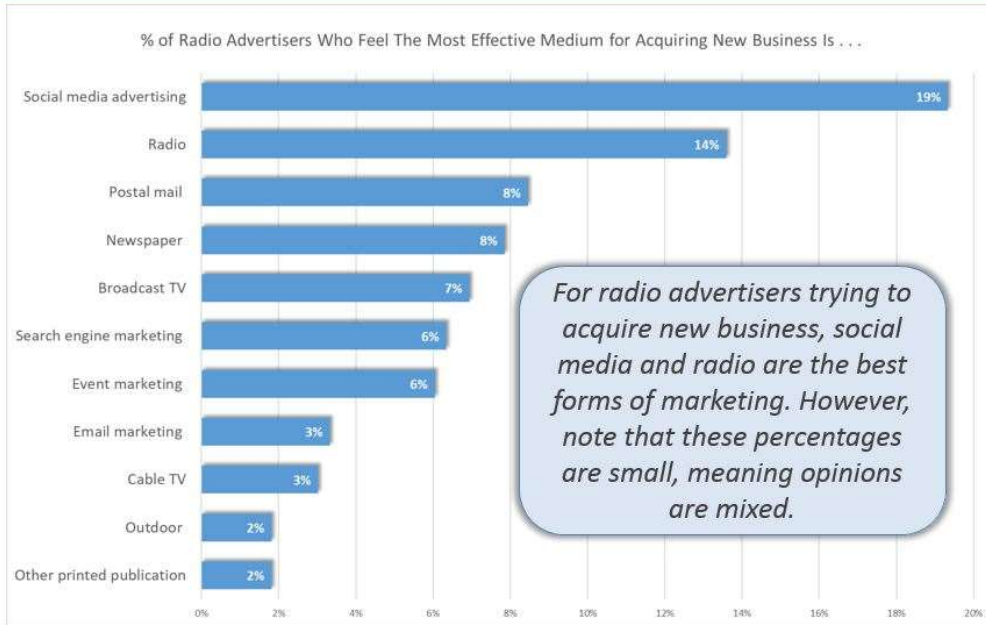
CEO GORDON BORRELL checked back with ALL ACCESS to add, "A little background... We surveyed 3,511 local advertisers over the SUMMER. The charts below show the results from 1,329 advertisers in that survey who said they were buying radio spots. So it represents only people who are currently buying radio."





Acquiring New Business: What's Best?

2017 Local Advertiser Survey Summary | April-July 2017



Total responses: 1,329 local businesses that buy radio advertising

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Tough Things for Radio Advertisers

2017 Local Advertiser Survey Summary | April-July 2017

What 1,351 Radio Advertisers Say Is Hardest to Accomplish



The Internet has trained advertisers to expect more measurement data. Note that "accurate data" and "web metrics" are their biggest concerns.

Total responses: 1,329 local businesses that buy radio advertising

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